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**AMENDMENTS TO THE CLAIMS**

Please amend the claims as set forth on the following pages:

1. (Currently Amended) A set of playing cards for use in a [customer information] card game for assessing customer information comprising a plurality of game cards, each game card having a face and a reverse side, each game card having printed thereon at least one type of customer information indicator related to a customer of a company and a customer loyalty indicator indicative of the customer's loyalty to the company, the customer information indicators being at least one chosen from a revenue indicator, a repurchase indicator, a service calls indicator, and a profitability indicator.

2. (Canceled) [The set of playing cards of claim 1 wherein the at least one type of customer information indicator comprises at least two types of indicators selected from the group consisting of a revenue indicator, a repurchase indicator, a service calls indicator, and a profitability indicator.]

3. (Currently Amended) The set of playing cards of claim 1[2] where the plurality of indicators comprises the revenue indicators and the revenue indicator printed on each card is a symbol selected from the group consisting of high, medium, and low revenue.

4. (Currently Amended) The set of playing cards of claim 1[2] where the plurality of indicators comprises the repurchase indicator and the repurchase indicator printed on each card is a symbol selected from the group consisting of repurchasers and non-repurchasers.

5. (Currently Amended) The set of playing cards of claim 1[2] where the plurality of indicators comprises the service calls indicator and the service calls indicator printed on each

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card is a symbol selected from the group consisting of no calls, occasional calls, and frequent calls.

6. (Currently Amended) The set of playing cards of claim 1[2] where the plurality of indicators comprises the profitability indicator and the profitability indicator printed on each card is a symbol selected from the group consisting of negative, breakeven, modest, and high.

7. (Currently Amended) The set of playing cards of claim 1[2] wherein the customer loyalty indicator printed on each card is selected from the group consisting of truly loyal customers, accessible customers, trapped customers, and high risk customers.

8. (Original) The set of playing cards of claim 1 further comprising  
a distribution of symbol for each type of customer information indicator, the distribution of symbols based on industry information, the distribution indicating the percentage of the playing cards having a selected symbol for each type of customer information indicator, and

a distribution of customer loyalty indicators, the distribution of indicators based on industry information regarding customer loyalty, the distribution indicating the percentage of playing cards having a selected indicator for customer loyalty.

9. (Original) The set of playing cards of claim 8 wherein each symbol and each loyalty indicator has an associated value, the set of playing cards further comprising a score card for providing a total value for a player.

10. (Original) The set of playing cards of claim 1 wherein the at least one customer information indicator and the customer loyalty indicator are printed on the face.

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11. (Original) The set of playing cards of claims 10 wherein each card further comprises an additional plurality of types of customer information printed on the reverse side.

12. (Original) The set of playing cards of claim 11 wherein the additional plurality of types of customer information comprises at least two criteria selected from the group consisting of size, industry, and location.

13. (Original) The set of playing cards of claim 12 wherein each the plurality of customer information indicators printed on the face provides information describing an interaction between a customer represented by the respective playing card and a company, and the additional plurality of types of customer information printed on the reverse side each playing card identified a general aspect of the customer.

14. (Previously Withdrawn) A method of playing a card game for assessing customer information comprising the steps of

(a) providing a plurality of game cards, each game card representing a respective customer and having a plurality of types of customer information indicators and a customer loyalty indicator for that customer printed thereon,

(b) dealing a selected number of the game cards to each of a group of players,

(c) identifying the meaning of each of a first set of indicators for a first of the types of customer information,

(d) allowing the players to discard unwanted game cards and receive a corresponding number of additional game cards,

(e) identifying the meaning of each of the customer loyalty indicators,

- (f) providing a score for each of the indicators of the first sets and for each of the customer loyalty indicators, and
- (g) totaling the scores for each player by totaling the score for each card held by that player to yield a total score for each player.

15. (Previously Withdrawn) The method of claim 14 further comprising the steps of identifying the meaning of each of a second set of indicators for a second of the types of customer information, and

allowing the players to discard unwanted game cards for a second time and receive a corresponding number of additional game cards,

16. (Previously Withdrawn) The method of claim 14 wherein the first type of customer information is revenue information.

17. (Previously Withdrawn) The method of claim 15 wherein the second type of customer information is repurchase information.

18. (Previously Withdrawn) The method of claim 17, further comprising the step of identifying the meaning of each of a third set of indicators for a third of the types of customer information, wherein the third type of information is service calls information.

19. (Previously Withdrawn) The method of claim 18, further comprising the step of identifying the meaning of each of a fourth set of indicators for a third of the types of customer information, wherein the fourth type of information is profitability information.

20. (Previously Withdrawn) The method of claim 14, further comprising the step of allowing each player to steal a card from another player.

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21. (Previously Withdrawn) The method of claim 14, further comprising the step of forming a team of the player having the highest score with the player having the lowest score by merging the cards of the player having the highest score with the player having the lowest score and allowing the team to discard half of their cards.

22. (Previously Withdrawn) The method of claim 14, further comprising the step of having the players discuss decisions made.

23. (Previously Withdrawn) A method of teaching the importance of customer loyalty to a plurality of players comprising the steps of providing a plurality of game cards to each of the players, each game card representing a respective customer and having at least one customer information indicator and a customer loyalty indicator for that customer printed thereon,

instructing the players to make decisions to discard game cards and obtain additional game cards based on the at least one customer information indicator printed on each respective game card,

identifying the meaning of the customer loyalty indicator printed on each respective card, and

facilitating discussion about the effect of the at least one customer information indicator and customer loyalty indicator on the players' decision making.

24. (Previously Withdrawn) The method of claim 23 wherein the at least one customer information indicator includes a plurality of customer information indicators.

25. (Previously Withdrawn) The method of claim 24 wherein the step of instructing players to make decisions to obtain additional game cards involves taking cards from other players.

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26. (Previously Withdrawn) The method of claim 25 wherein the at least one customer information indicator includes customer revenue information.

27. (Previously Withdrawn) The method of claim 26 wherein the at least one customer information indicator includes customer repurchase information.

28. (Previously Withdrawn) The method of claim 23 wherein the at least one customer information indicator includes customer contact information.

29. (Previously Withdrawn) The method of claim 23 wherein the at least one customer information indicator includes customer profitability information.

30. (New) A set of playing cards for use in a card game to teach a player the value of information about customers comprising,

    a plurality of game cards, each game card representing a customer, each game card having a face side and a reverse side, the face side comprising a plurality of segregated areas, each segregated area populated with a different at least one customer information indicator printed thereon, the face side further comprising a customer loyalty indicator, the customer loyalty indicator arranged on the face side to be contiguous to at least one of the plurality of segregated areas, the customer loyalty indicator illustrative of the loyalty of the customer.

31. (New) The set of playing cards of claim 30 wherein the plurality of segregated areas comprise a first area, a second area, a third area, a fourth area, and a fifth area, the first through fourth areas populated by at least one symbol indicative of the at least one customer information indicator.

32. (New) The set of playing cards of claim 31 wherein the fifth area includes the customer loyalty indicator.

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33. (New) The set of playing cards of claim 31 wherein each symbol and each customer loyalty indicator has an associated value, the set of playing cards further comprising a scorecard for providing a total value for the player.

34. (New) The set of playing cards of claim 30 wherein at least one card further comprises at least one customer information indicator printed on the reverse side.

35. (New) The set of playing cards of claim 34 wherein the customer information indicator printed on the reverse side is different from the customer information indicator printed on the face side.